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Practitioner's Docket No.: 892_014

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of: Teiji MIZUTANI

Ser. No.: 09/761,378
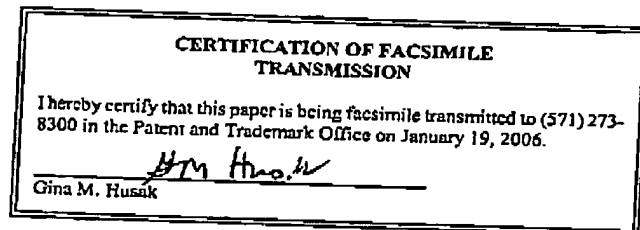
Group Art Unit: 3622

Filed: January 16, 2001

Examiner: Duran, Arthur D.

Confirmation No.: 5329

For: CONTENT DATA PROCESSING SYSTEM AND CONTENT DATA
        PROCESSING METHOD

M. S. Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REQUEST FOR RECONSIDERATION

Sir:

The following remarks are in response to the Office Action mailed July 20, 2005.

Claims 1-11 are pending herein.

Claims 1-11 were rejected under §103(a) over Maggio in view of Gardenswartz. This rejection is respectfully traversed.

The present invention recited in claim 1 is distinguishable from the cited references because neither of the cited references teaches or suggests a system in which the first content data-creating module creates content data based on the attributes of the applicants in the applicant information. The Maggio reference discloses using multi-media interactive advertisements, called Consumer Rewarded Advertising Vehicle Immersive Ad Bundles, or CRAV ads, to heighten the attention level of the user, thereby increasing the likelihood of the user remembering the ad (Col. 4, lines 33-67). As disclosed by the Maggio reference, CRAV